

LORIMAR

IRWIN YARLAND
Executive Vice President
Lorimar Productions

BO-CE 2-4400005
LORIMAR PRODUCTIONS

March 30, 1983

Mr. Robert H. Kav
President
APP Inc.
10100 Santa Monica
Century City, CA

Dear Bob:

I want to express
for your generous
Your superb rela
the motion pictu
I anticipate a l
Bob, and wish yo
Sincerely,

QUAKER STATE OIL REFINING CORPORATION
OIL CITY, PENNSYLVANIA 16301
April 8, 1983

PHILIP F. PETRAGLIA
ADVERTISING MANAGER

Mr. Robert H. Kovaloff, President
Film Promotions
Montice Boulevard, Suite 495
California 90067

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ROYAL CROWN COLA CO.
Gould Center East Tower
Suite 500, 2550 Glen Road
Rafing Meadows, Kansas 66006-4052

April 12, 1983

Mr. Robert H. Kovaloff
Associated Film Productions
10100 Santa Monica Blvd.
Suite 495
Century City, CA 90067

Dear Bob:

I was talking to a movie-goer the other day and he mentioned seeing RC products prominently in "bad boys." It reminded me again of the truly excellent job you and your fine staff have done in placing our products in movies and on TV shows over the past four years, and it seemed appropriate to take the time to say "thank you."

We believe in conventional advertising, but there is something special about seeing Ruri Reynolds in "Smokey and the Bandit" or the young hero in "My Bodyguard" drinking an RC. And the exposure has increased so much since the advent of cable that the already outstanding value that your service offers becomes an even better bargain.

It seems redundant to thank someone for doing his job, but you have delivered so well that a special pat on the back is called for.

Keep up the good work!

Sincerely,

William K. Adams

William K. Adams
Assistant to the President

an

d during our conversation earlier today
med that Quaker State was one of your
The years certainly go by faster than
probably wish.

years, we feel that we have built a
between Quaker State and Associated
it's a relationship that obviously has
trust, and you have certainly
performance to date. Placing
cation in approximately 70 movies
exceedingly well for your efforts

working together even more closely
red to drop you this note of
t this time.

Very truly yours,

Philip F. Petraglia
Philip F. Petraglia

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MAJOR FILMS FEATURING AFP-PLACED PRODUCTS

Since its inception five years ago, Associated Film Promotions has placed brand name products in some 600 important motion pictures.

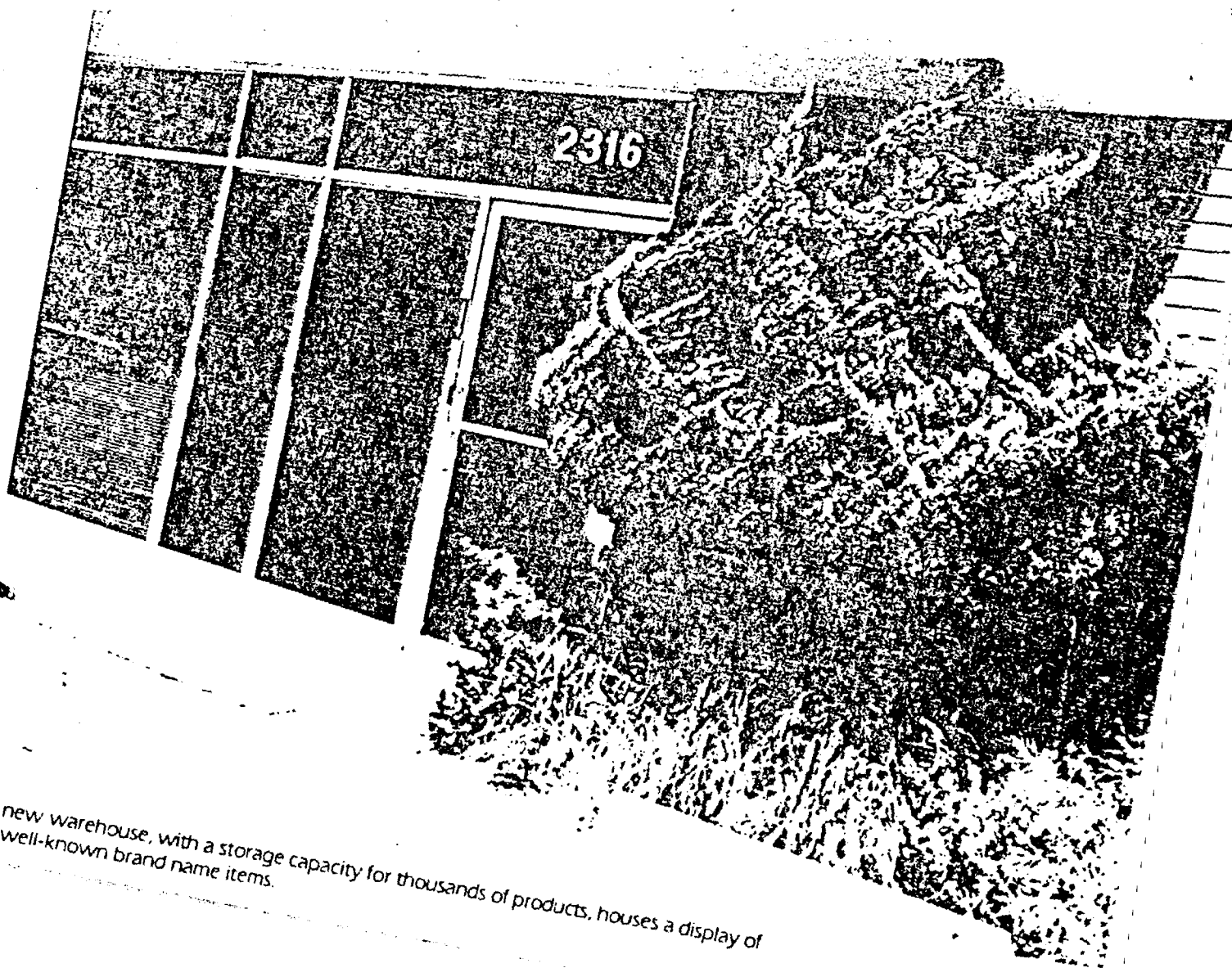
The list shown here is a partial roster of some recent films in which AFP participated.

| | | | |
|---|--|--|--|
| <p>"A Change of Seasons" Shirley Jones, Bo Derek 20th Century Fox</p> <p>"Allen Warning" Jack Palance, Martin Landau World Amusement</p> <p>"All Night Long" Gene Hackman, Barbra Streisand Universal Studios</p> <p>"Back Roads" Sally Field, Tommy Lee Jones CBS Theatrical Films</p> <p>"Baltimore Bullet" James Coburn, Omar Sharif Film Fair</p> <p>"Blinded by the Light" Kristy & Jim McNichol Time-Life Productions</p> <p>"Brubaker" Robert Redford 20th Century Fox</p> <p>"Butch & Sundance, the Early Days" Tom Berenger, William Katt 20th Century Fox</p> <p>"Can't Stop the Music" The Village People, Valerie Perrine EMI</p> <p>"Charlie Chan & the Curse of the Dragon Queen" Peter Ustinov, Angie Dickinson American Cinema</p> <p>"Cheaper to Keep Her" Mac Davis Columbia Pictures</p> <p>"Coast to Coast" Dyan Cannon, Robert Blake Paramount Pictures</p> <p>"Dogs of War" Christopher Walken, Tom Berenger Malton Films</p> <p>"Escape" Cindy Williams Mel Simon/20th</p> <p>"Any Which Way You Can" Clint Eastwood, Ruth Gordon Warner Bros.</p> <p>"Airplane II" Robert Hays Paramount Pictures</p> <p>"Best Friends" Burt Reynolds, Goldie Hawn Timberland Ltd.</p> | <p>"Bustin' Loose" Richard Pryor, Cicely Tyson Universal Studios</p> <p>"Fatso" Dom DeLuise, Anne Bancroft 20th Century Fox</p> <p>"Hard Country" Jan-Michael Vincent, Tanya Tucker Marble Arch Productions</p> <p>"Hardly Working" Jerry Lewis, Susan Oliver 20th Century Fox</p> <p>"Hollywood Knights" Tony Danza Columbia Pictures</p> <p>"Honeysuckle Rose" Willie Nelson, Dyan Cannon Warner Bros.</p> <p>"Honky-Tonk Freeway" Beau Bridges, Teri Garr EMI</p> <p>"Hopscotch" Walter Matthau, Glenda Jackson Eli Landau Prods.</p> <p>"Hot Stuff" Dom DeLuise, Jerry Reed Columbia Pictures</p> <p>"How to Beat the High Cost of Living" Susan St. James, Jane Curtin AIP</p> <p>"Inside Moves" John Savage, Amy Wright Goodmark Prods.</p> <p>"Love & Money" Ray Sharkey Lorimar</p> <p>"Loving Couples" James Coburn, Shirley MacLaine Time-Life Productions</p> <p>"Macabra" Samantha Eggar, Stuart Whitman Zach Motion Pictures</p> <p>"Murder by Mail" Klaus Kinski, Donna Wilkes Cannon Films</p> <p>"My Bodyguard" Matt Dillon, Ruth Gordon Mel Simon/20th</p> <p>"48 Hours" Nick Nolte, Eddie Murphy Paramount Pictures</p> <p>"The Toy" Richard Pryor, Jackie Gleason Rastar/Columbia</p> | <p>"Nine to Five" Lily Tomlin, Jane Fonda, Dolly Parton 20th Century Fox</p> <p>"North Dallas Forty" Mac Davis, Nick Nolte Paramount Pictures</p> <p>"Oh God! Book II" George Burns Warner Bros.</p> <p>"One Trick Pony" Paul Simon Warner Bros.</p> <p>"Ordinary People" Mary Tyler Moore, Donald Sutherland Paramount Pictures</p> <p>"Personal Best" Mariel Hemingway Warner Bros.</p> <p>"Private Benjamin" Goldie Hawn, Sam Wanamaker Warner Bros.</p> <p>"Private Lessons" Sybil Kristel B.A. Enright Films</p> <p>"Rodeo Girl" Katherine Ross, Bo Hopkins Marble Arch Prods.</p> <p>"Sunday Lovers" Gene Wilder Leo Fuchs Productions</p> <p>"Take This Job and Shove It" Art Carney, Robert Hayes Avco Embassy</p> <p>"On the Right Track" Gary Coleman 20th Century-Fox</p> <p>"Dallas" Larry Hagman, Patrick Duffy Lorimar/CBS TV</p> <p>"Absence of Malice" Paul Newman, Sally Field Columbia Pictures</p> <p>"Rich and Famous" Jacqueline Bisset, Candice Bergen MGM</p> <p>"Without a Trace" Judd Hirsch 20th Century-Fox</p> <p>"The Sender" Shirley Knight Paramount Pictures</p> <p>"Kiss Me Goodbye" Sally Field, James Caan 20th Century-Fox</p> | <p>"All the Marbles" Peter Falk MGM</p> <p>"Paternity" Burt Reynolds Paramount Pictures</p> <p>"Body Heat" William Hunt Warner Bros.</p> <p>"First Monday in October" Walter Matthau, Jill Clayburgh Paramount Pictures</p> <p>"Continental Divide" John Belushi Universal Studios</p> <p>"Looker" Albert Finney, Susan Dey Warner Bros.</p> <p>"Stripes" Bill Murray Columbia Pictures</p> <p>"Cheech and Chong's Nice Dreams" Cheech & Chong Columbia Pictures</p> <p>"Cannery Row" Nick Nolte, Debra Winger MGM</p> <p>"Only When I Laugh" Marsha Mason Columbia Pictures</p> <p>"Miracle on Ice" Karl Malden Filmways</p> <p>"Pennies From Heaven" Steve Martin MGM</p> <p>"Run, Milk, Run" Yoko Shimada Sankyo Pictures</p> <p>"The Amateur" John Savage Balkin Film Productions</p> <p>"Under the Rainbow" Chevy Chase Warner Bros.</p> <p>"240-Robert" Pamela Hemsley Filmways TV</p> <p>"Scavenger Hunt" Cloris Leachman, Tony Randall Mel Simon/20th</p> <p>"Seems Like Old Times" Chevy Chase, Goldie Hawn Columbia Pictures</p> <p>"Smokey & the Bandit II" Burt Reynolds, Sally Field Universal Studios</p> <p>"Tough Enough" Dennis Quaid 20th Century-Fox</p> <p>"The Outsiders" Matt Dillon Zoetrope Productions</p> |
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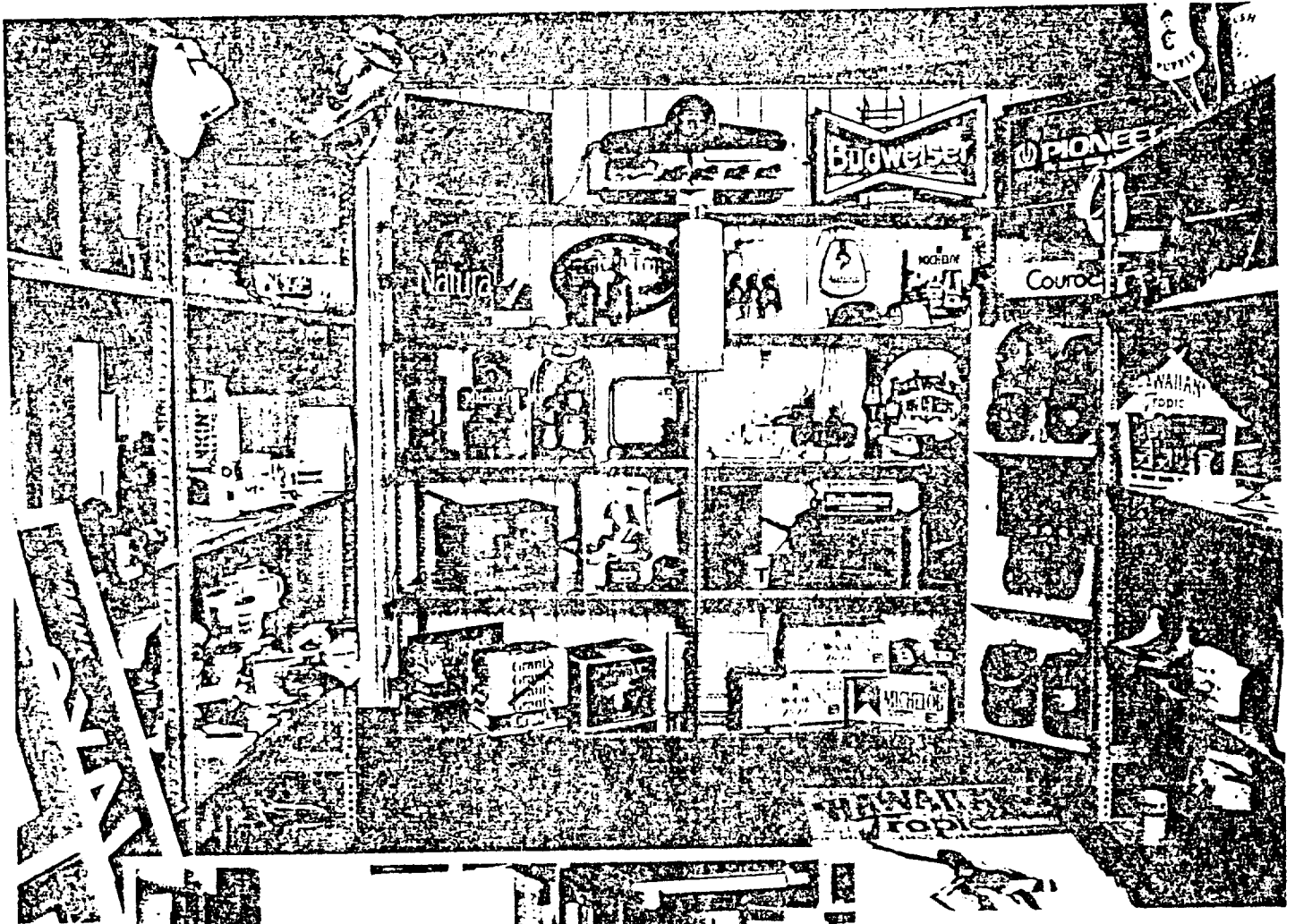
- "S.O.B."
Julie Andrews, William Holden
Lorimar
- "Skate Town U.S.A."
Paul Lynde, Scott Baio
Rastar/Columbia
- "Stir Crazy"
Gene Wilder, Richard Pryor
Columbia Pictures
- "The Blues Brothers"
John Belushi, Dan Ayckroyd
Universal Studios
- "The Formula"
Marlon Brando, George C. Scott
MGM/United Artists
- "The Four Seasons"
Alan Alda, Carol Burnett
Universal Studios
- "The Hand"
Michael Caine
Warner Bros.
- "The Howling"
Dennis Dugan, Dee Wallace
Avco Embassy
- "The Hunter"
Steve McQueen
Paramount Pictures
- "The Idol Maker"
Ray Sharkey
Koch/Kirkwood-United Artists
- "The Jazz Singer"
Neil Diamond
EMI
- "The Man With Bogart's Face"
Robert Sacchi, Michelle Phillips
20th Century-Fox
- "The Serial"
Martin Mull, Tuesday Weld
Paramount Pictures
- "To Elvis With Love"
Beau Bridges, Deborah Raffin
Columbia Pictures
- "True Confessions"
Robert DeNiro, Robert Duvall
Chartoff/Winkler
- "Up the Academy"
Ron Lieberman
Warner Bros.
- "Urban Cowboy"
John Travolta
Paramount Pictures
- "Willie and Phil"
Margot Kidder, Ray Sharkey
20th Century-Fox
- "Knot's Landing"
Michelle Lee, Don Murray
Lorimar
- "Arthur"
Dudley Moore, Liza Minnelli
Rollins-Joffe Prods.
- "Joe Dancer"
Robert Blake
Filmways TV
- "Two for the Price of One"
Gabe Kaplan
Columbia Pictures
- "Body and Soul"
Leon Kennedy
Cannon Films
- "Buddy, Buddy"
Walter Matthau, Jack Lemmon
MGM
- "Busom Buddies"
Peter Scolari, Thomas Hanks
Paramount TV
- "Glory"
Pele
Eastern House Company
- "Modern Problems"
Chevy Chase
20th Century-Fox
- "Wrong Is Right"
Sean Connery
Columbia Pictures
- "Smorgasbord"
Jerry Lewis
Broken Arrow Productions
- "Choices"
Michael Constantine
Oaktree Productions
- "Long Shot"
Leif Garrett
G.G. Productions
- "Rocky III"
Sylvester Stallone
Chartoff/Winkler
- "Mommie Dearest"
Faye Dunaway
Paramount Pictures
- "Sharkey's Machine"
Burt Reynolds
Warner Bros.
- "Zoot Suit"
Edward James Olson
Universal Studios
- "Taps"
Timothy Hutton
20th Century-Fox
- "The Girl, the Gold Watch and Dynamite"
Lee Purcell
Paramount Pictures
- "One From the Heart"
Frederick Forrest
Zoetrope Productions
- "Partners"
Ryan O'Neal
Paramount Pictures
- "The Ently"
Barbara Hershey
American Cinema
- "Jekyll and Hyde Together Again"
Mark Blankfield
Paramount Pictures
- "Honky Tonk Man"
Clint Eastwood
Malpaso Productions
- "Jinxed"
Bette Midler
United Artists
- "Wacko"
George Kennedy
World Amusement
- "Thursday the 12th"
Tommy Smothers
United Artists
- "Tough Dreams"
Dennis Quaid
American Cinema Prods.
- "I'm Dancing as Fast as I Can"
Jill Clayburgh
Paramount Pictures
- "Poltergeist"
Beatrice Straight
MGM
- "Some Kind of Hero"
Richard Pryor
Paramount Pictures
- "O'Hara's Wife"
Ed Asner
Davis/Panzer Prods.
- "Annie"
Albert Finney, Carol Burnett
Columbia Pictures
- "Saturday the 14th"
Richard Benjamin
New World Productions
- "Tempest"
John Cassevetes
Columbia Pictures
- "Death Wish II"
Charles Bronson
American/European Prods.
- "The Seduction"
Morgan Fairchild
Avco Embassy
- "Neighbors"
John Belushi, Dan Ayckroyd
Columbia Pictures
- "Double Exposure"
Michael Callan
Grey Hill Productions
- "Zapped"
Scott Baio
Avco Embassy
- "Off the Wall"
Paul Sorvino
Hot Dog Inc.
- "The Next Sting"
Jackie Gleason, Mac Davis
Universal Studios
- "Yes, Giorgio"
Luciano Pavarotti
MGM
- "Dead Men Don't Wear Plaid"
Steve Martin
Aspen Film Society
- "The Verdict"
Paul Newman
20th Century-Fox
- "Six Pack"
Kenny Rogers
20th Century-Fox
- "Holiday"
Charles Napier
The Company Theatre/HBO
- "The Thing"
Kurt Russell
Universal Studios
- "Best Little Whorehouse in Texas"
Burt Reynolds, Dolly Parton
Universal Studios
- "Comeback"
Eric Burdon
Rocco Films
- "Endangered Species"
Robert Urich
MGM
- "Brainstorm"
Natalie Wood
MGM
- "My Favorite Year"
Peter O'Toole
MGM
- "Independence Day"
Kathleen Quinlan
Warner Bros.
- "Waltz Across Texas"
Anne Archer
The Aster Co.
- "Savannah Smiles"
Peter Graves, Mark Miller
Savannah Smiles Prod.
- "Loch Ness Horror"
Barry Buchanan
Omni Leisure Int'l
- "They Call Me Bruce"
Johnny Yune
Goldpine Productions
- "Grease II"
Sid Caesar
Paramount Pictures
- "Hysterical"
The Hudson Brothers
H & W Filmworks, Inc.
- "Fast Times at Ridgemont High"
Jennifer Jason Lee
Universal Studios
- "Gypsy Angels"
Peter Lawford
Snowbird Productions
- "Author! Author!"
Al Pacino
Chartoff/Winkler Prods.
- "Six Weeks"
Dudley Moore,
Mary Tyler Moore
Polygram Pictures
- "First Blood"
Sylvester Stallone
Carolco Productions
- "Blue Thunder"
Roy Scheider
Columbia Pictures



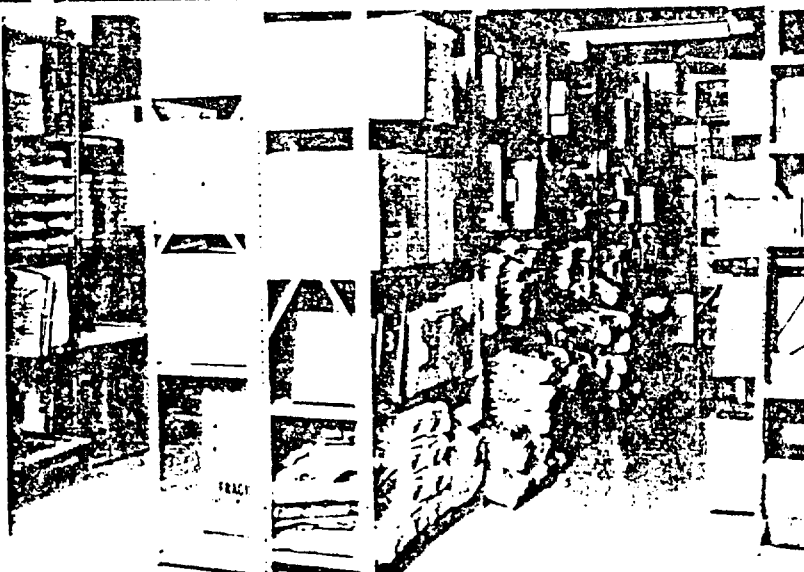
ASSOCIATED
FILM
PROMOTIONS
AN AFP INC COMPANY



AFP's new warehouse, with a storage capacity for thousands of products, houses a display of many well-known brand name items.



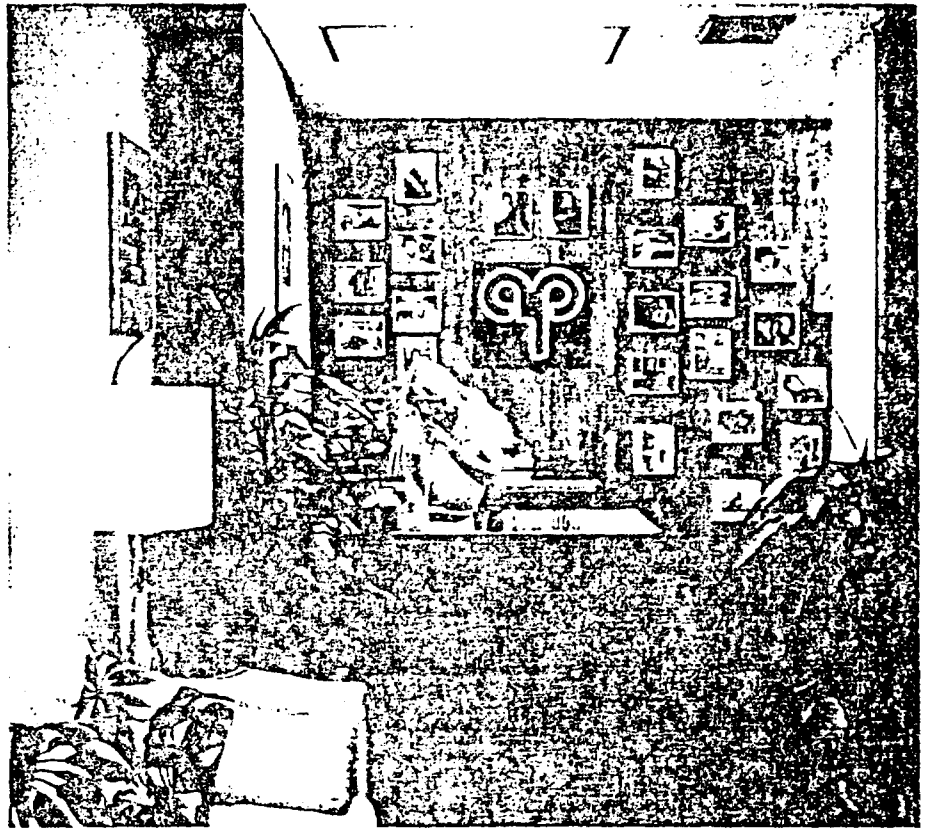
Brand name products effectively displayed for viewing by film producers, directors and property masters.



A small portion of the storage capacity of AFP's warehouse.

Reception area at Associated Film Promotions.

Ron Kaufman
Executive Vice President
of production facilities



Pictured left to right, Tony Hoffman, vice president of marketing and promotional services, James Ripslinger, senior vice president and corporate counsel, and AFP president Robert H. Kovoloff in one of many daily conferences on product placement strategy for major upcoming motion pictures.

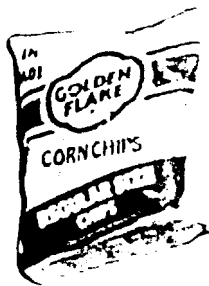


**ASSOCIATED
FILM
PROMOTIONS**

An AFP, Inc. Company
10100 Santa Monica Blvd.
Suite 495
Century City, California 90067
(213) 553-4522

EXHIBIT 6

How
to cast
your product
in the
movies.



Motion Pictures:
The medium
that will make your product
a Hollywood Star.

I am very excited about the future of product placement in the Motion Picture Industry. As we celebrate our 10th year in business, we are proud to represent the original six clients Associated Film Promotions began with, namely, Anheuser-Busch Incorporated, Quaker State Oil Refining Corporation, Dunkin' Donuts of America Incorporated, Shure Brothers Incorporated, Tanning Research Labs Incorporated and the Tony Lama Boot Company.

Our business is one of mutual trust and respect. Because of the trust and confidence our clients have placed in us and due to the support we have received from the film community, Associated Film Promotions has been able to grow and flourish into the largest product placement firm in both the United States and Europe.

Regardless of our size, our most important goal is service. To assure that you receive personalized attention, we assign a relationship manager who works directly with you. At AFP, we review over 300 motion picture and television productions a year. To ensure that you are represented in all appropriate films, I hold weekly review sessions with my staff and thoroughly discuss opportunities for each client.

We will continue to grow, to break new ground, and to lead the way with innovative concepts for marketing through motion pictures.

At Associated Film Promotions, we've done our job when we see your product in the movies.

Sincerely,

Robert H. Kovoloff
President and Chief Executive Officer



What is Product Placement in the motion picture and television industry.

A feature film is the most influential medium of our time. The power of films to create trends and influence life styles is enormous. When Diane Keaton was distinctively dressed for her role in "Annie Hall," the fashion industry was turned on its ear. Or in "Flashdance," when Jennifer Beals wore torn tee-shirts, the demand for that look was so great, manufacturers had to increase production. Sales of Reese's pieces soared following that brand's presence in the movie "E.T."

Another illustration of this power is demonstrated by the recent fortunes of a major lenswear manufacturer, who put their faith in Associated Film Promotions. After their sunglasses were worn by Clint Eastwood in "Sudden Impact" and by Arnold Schwarzenegger in "The Terminator," they witnessed an immediate surge in sales...no mere coincidence to be sure. "Dunkin' Donuts" sales skyrocketed when Ally Sheedy in "Maid to Order" couldn't eat enough of their donuts! Also, The Frenry Company experienced an immediate sales increase with their exposure in "The Witches of Eastwick" which featured Jack Nicholson floating in their Zebra Pool Raft.

Ten years ago, Robert H. Kovoloff founded the product placement industry when he recognized the need for motion pictures to mirror the real world. To maintain credibility, a film must convincingly reflect the world to its viewers. A generic label will no longer do!

Associated Film Promotions' single aim is to feature your products in big box office films and major television series in a way that enhances the prestige and reputation of your product. The results of endorsements or exposures with motion picture and television celebrities are dramatic, building brand awareness and achieving real sales benefits through high profile visibilities.

The ability of motion pictures to influence an audience is well recognized. For decades it was done by accident. Now, Associated Film Promotions does it by design.

History of Associated Film Promotions

Associated Film Promotions was founded in 1977 by Robert H. Kovoloff, president and chief executive officer. Associated Film Promotions, (AFP) is committed to securing only the best exposures for its corporate clients through the ever growing medium of motion pictures.

During the past 10 years, AFP has provided valuable exposure for its clients in over 2000 motion pictures. Our client roster claims not only many of America's most familiar and trusted names, but also newly emerging companies who recognize a unique opportunity to create customer awareness.

AFP is the nation's largest product placement firm, with offices in Los Angeles, London and Germany. AFP's professional staff effectively handles today's marketing challenges and is personally involved in the specific individual goals of every client.

From producers to production managers to set designers to property masters, Associated Film Promotions is respected for its integrity and commitment to excellence in fulfilling their needs!

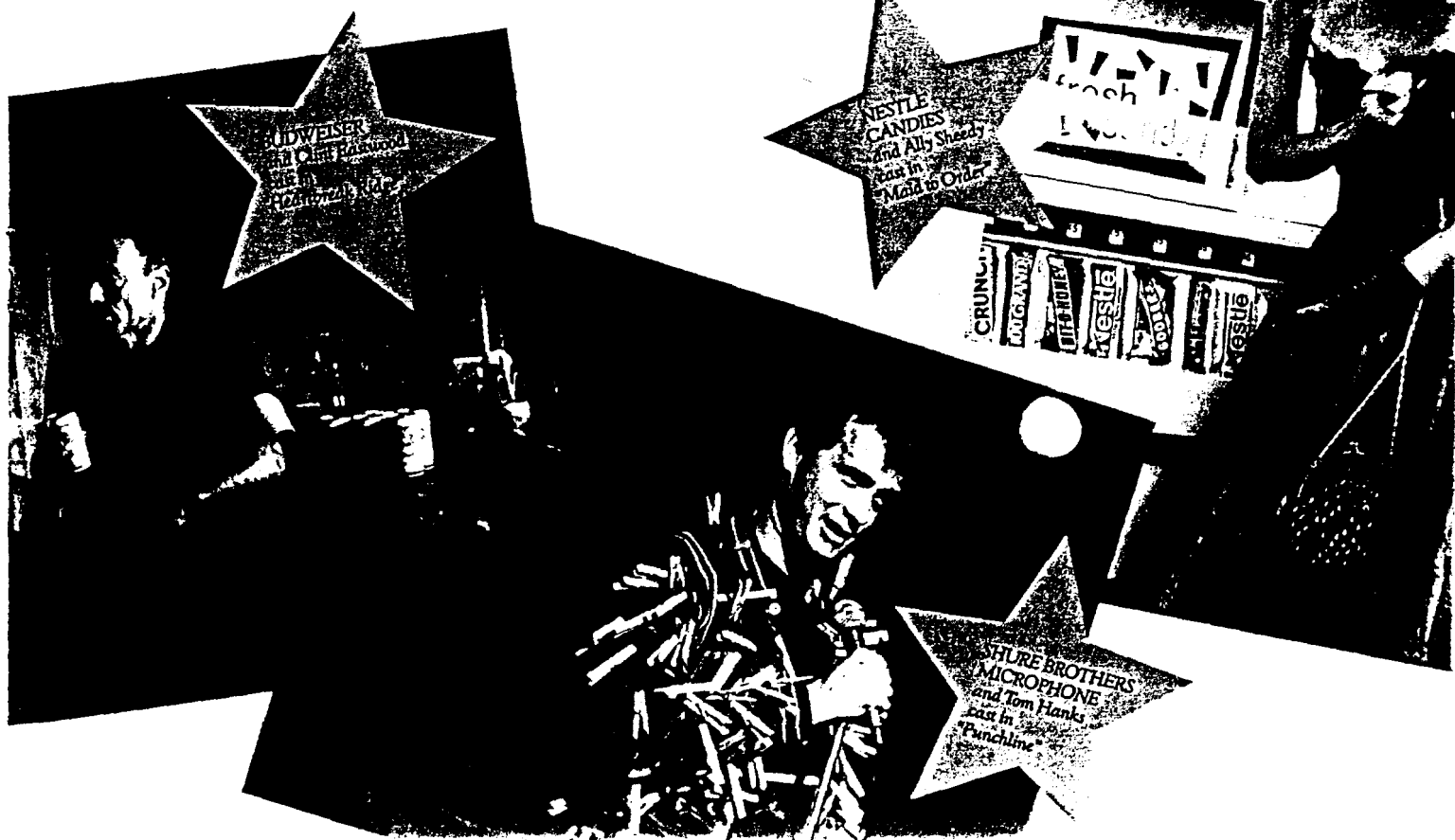


The Services provided by Associated Film Promotions.

1. AFP works in the film industry worldwide, receiving daily detailed information about new productions. We have access to scripts well before pre-production and analyze them against our client base to secure the most effective placements.
2. AFP will discuss your goals and objectives for your product and secure only those spots that enhance your product's image and reputation.
3. AFP prepares a film synopsis for your review, and will notify you regarding the name of a film, the production company, the producer, the director, and the nature of the film we would like you to consider.
4. AFP offers its recommendation of a script and where possible product placements could be optimally administered.
5. AFP meets with the films' production staff to discuss how best your products and/or advertising materials can be utilized *after you have approved the project.*

6. AFP has a large warehouse which enables the production company to come and pick up the products for their production. Our warehouse inventory allows us to respond to the needs of the production community and provide better service for our clients.
7. AFP has a showroom inside the warehouse, where each product is showcased. This enables producers, set designers, and propmasters to actually visualize how the product can be used in their films.
8. AFP has a computerized system detailing every product that comes in or leaves our warehouse.
9. AFP staff supplies you with a "Notification of Placement" statement that details which film production company has picked up your product for their movie.
10. AFP staff members visit the movie sets and locations during production to assure that products are properly used and displayed to their best advantage.

11. AFP staff members personally attend pre-released screenings of films to determine where your product was actually visible in the production.
12. AFP will send you a "Visibility Report" after the film is released.
13. AFP provides you with still photographs of your product placements, whenever possible.
14. AFP can help you arrange and produce promotional tie-ins and/or sweepstakes, in order to further capitalize on your film visibilities.



What are the benefits of motion picture Product Placement.

1. People identify with motion picture stars and seek to emulate them. Whether it be Shirley MacLaine asking for Wild Turkey in "Terms of Endearment," or Matthew Broderick drinking Budweiser in "Project X," audiences across America are tremendously influenced by the messages they receive from the movie screen. When a personality on the movie screen opens the closet, you see what is on the shelf, you see what clothes they wear, the food they eat, and a multitude of products and services which are part of their environment. These ever so subtle endorsements may be viewed as EDITORIAL COMMENTS as opposed to paid advertising.

2. The average viewership of a major film released today is 10 million (domestic release—U.S. & CANADA) and for a major box office hit it is 42.9 million.

3. The 16-39 year old age group, with an ever increasing disposable income, accounts for 86% of the total box office for movie-going audiences.

4. Admissions to U.S. motion picture theaters reached 3.7 billion in 1986.

5. Unlike a commercial broadcast spot or print ad, a product's presence in motion pictures has a significant afterlife and a measure of permanence. The burgeoning video cassette market, pay/cable TV and multiple showings on Network Television, followed by subsequent syndicated airings and the opportunity to increase exposure in the foreign marketplace with overseas distribution, make the audience viewership for a motion picture enormous.

6. Your product can be placed exclusively in films that target your specific demographic audience.

7. When your product is shown and used on the silver screen in the way your targeted audience would use it, it makes a lasting and action motivating impression.

8. Product placement provides the most cost effective medium for creating a dynamic, powerful, and highly visible product image both nationally and worldwide.

9. A promotional tie-in can be arranged for your products' visibility in a film. This will excite your sales force and give them a tremendous tool for selling to the distributor, who in turn, will love the point of purchase displays that can be created to ignite consumer interest, and everyone wins as sales escalate!

10. If one picture is worth a thousand words, then a motion picture placement is worth a million.







WALT DISNEY Pictures

August 10, 1987

Mr. Robert H. Kovoloff
Associated Film Promotions
11331 Ventura Blvd.
Studio City, California 91604

Dear Bob:

Thank you for the assistance provided by Associated Film Promotions to our recently-completed feature films.

Your attention to detail and quick response and follow-through to the needs of our productions distinguishes Associated Film Promotions from your competition.

Sincerely,

Steven Halpern
Director, Production Resources



July 21, 1987

Mr. Robert Kovoloff
ASSOCIATED FILM PROMOTIONS
11331 Ventura Blvd.
Suite 302
Studio City, California
91604

Dear Bob,

As always, it was a pleasure working with you
and your staff at Associated Film Promotions.
I want to thank you for all of your help on
our productions.

I especially want to thank you for your tremendous
assistance in helping us "land" Spuds Mac Kenzie
in "Rented Lips". Your suggestion on casting Spuds
was brilliant.

Many, many thanks for all your assistance.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Mort', with a long, sweeping horizontal line extending from the end of the signature across the word 'Sincerely'.

Mort Engelberg

Columbia Pictures

Toby Silberberg
Manager
National Promotions

November 15, 1986.

Mr. Robert Kovoloff
Associated Film Promotions
11331 Ventura Blvd., Suite 302
Studio City, CA 91604

Dear Bob:

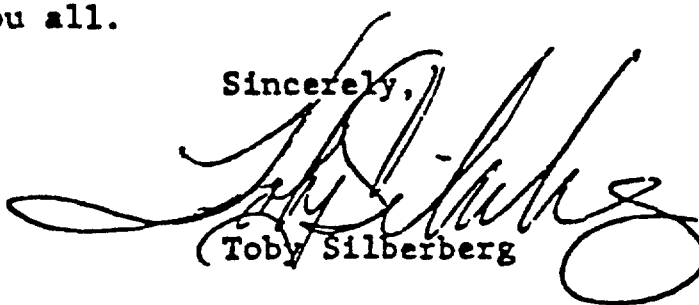
As Thanksgiving approaches, I would like to take the time to thank you and the staff at Associated Film Promotions for all the help and quality service you have provided.

The promotions you have developed with Columbia on such films as "STARMAN," "THE SLUGGER'S WIFE," and "SILVERADO" have helped us to promote these films more efficiently.

I look forward to working with you on our future films such as "MURPHY'S ROMANCE" and "KARATE KID II."

Again, thank you all.

Sincerely,



(Toby Silberberg)

TS:km

cc J. Ripslinger
R. Kaufman
S. Schrager
J. Schwam

July 15, 1987

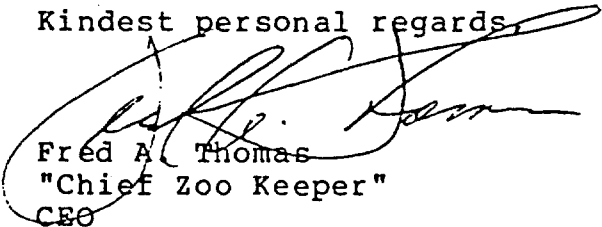
Mr. Robert Kovoloff
Associated Film Promotions
11331 Ventura Boulevard
Studio City, CA 91604

Dear Bob:

This letter is to thank you for the outstanding job you have done in the past two years with our company products. We certainly enjoyed the most recent movie, "Witches of Eastwick", in which our products were so prominently displayed.

Keep up the good work! And, at your convenience, give me an update of the films that our products have been placed in during the last 6 months.

Kindest personal regards,



Fred A. Thomas
"Chief Zoo Keeper"
CEO

FAT:cv



Shure Brothers
Incorporated

222 Hartrey Avenue
Evanston, IL 60202-3696
U.S.A.

MICROPHONES AND ELECTRONIC COMPONENTS

June 6, 1986

Mr. Robert H. Kovoloff
Associated Film Promotions
11331 Ventura Boulevard, Suite 302
Studio City, CA 91604

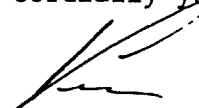
Dear Bob:

I just want to take a second to drop you a long overdue note letting you know how much we appreciate the work you, Ron, and your entire staff is doing on our behalf. In addition to obtaining product placement, we have seen Shure T-shirts, tour jackets, and even artist posters turn up in films.

I'm surprised at the number of people who have come up to me to say they have seen a Shure T-shirt or microphone in a movie they've just seen. Needless to say, the Company enjoys the visibility and it strongly reinforces our advertising, PR, and related promotional efforts. And--as always--your regular reports on product placement serve as an important reporting tool to our management.

Again, "Kudos" to you and your staff. Keep up the good work.

Cordially yours,



L. Habich
Manager, Marketing Communications

LH:SW

Phone: (312) 866-2200
Telex: 72-4381
Cable: SHUREMICRO

QUAKER STATE OIL REFINING CORPORATION

OIL CITY, PENNSYLVANIA 16301

PHILIP F. PETRAGLIA
ADVERTISING MANAGER

September 29, 1986

Mr. Robert H. Kovoloff, President
Associated Film Promotions
11331 Ventura Boulevard, Suite 302
Studio City, CA 91604

Dear Bob:

Enclosed is the contract for 1987.

We are most pleased with the fine performance that
your company has displayed during the past ten years.

Both the quality of the motion pictures and the way
in which our products have been shown have proven
to us that your program is a "Most Valuable Advertising
Medium."

Keep up the good work - WE LOVE IT!

Kindest regards,

A handwritten signature in dark ink, appearing to read 'Phil', written in a cursive style.

Philip F. Petraglia
Advertising Manager

DUNKIN' DONUTS

5 Pacella Park Drive
Randolph
MA 02368
(617) 961-4000
Telex: 940388

June 1, 1987

Mr. Bob Kovoloff
President
Associated Film Promotions
11331 Ventura Blvd.
Studio City, California 91604

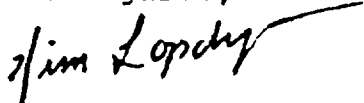
Dear Bob:

Enclosed is a signed contract and check to renew our relationship for the tenth consecutive year.

As you know, we have been delighted with your services. You have delivered on your promises and have secured some excellent placements for us. The most recent film, Maid To Order, appears to be your biggest coup to-date -- even topping the tremendous scenes in Jerry Lewis' film, Hardly Working; and Rollover, which had a scene shot at a Dunkin' Donuts. Not only did we get an incredible scene in Maid To Order, but that scene was excerpted and shown nationally on Entertainment Tonight. We are also looking forward to seeing our placement in Superman IV.

Thanks for a job well done. I am looking forward to the coming year and hopefully many more.

Best Regards,



Kim Lopdrup
Director of Advertising,
Merchandising and Sales Promotion

8094M
KL:bjm



25 HIGH STREET, MILFORD, CT. 06460 TELEPHONE (203) 877-4281

March 12, 1986

Robert Kovoloff
President
Associated Film Promotions
10100 Santa Monica Blvd.
Century City, CA 90067

Dear Bob:

Upon my return from a very relaxing mini "world" tour, I was elated to learn that you finally convinced top management here and the advertising board of directors to invest in product placement. What we've discussed many times is now a reality and I couldn't be happier.

I would like to point out at this time that SUBWAY management will also consider supporting films with other promotional tie-ins once it is completed and ready for release.

I know that you are personally aware of several of my past associations, and I would like to go on record as stating this could be the beginning of many mutually beneficial marketing ideas beyond what is already arranged, so please get the word out to film companies and producers of our serious interest, and by all means, keep in touch.

Since we have reached an important plateau in our history, I appreciate your efforts in assisting us attain the national recognition we quest. It's great working with such pros!

Sincerely,

Richard T. Pilchen
Director of Marketing

RTP:lv
cc: Fred DeLuca
Cindy Martelon



(OMITTED)



EXHIBIT 7

Preview clips from some of this summer's hottest movie releases.

Miller Genuine Draft will be featured in some of the new films coming to you this summer. You'll have a chance to preview many of the top box office hits right at the Miller Spring Break in Daytona. So upon your arrival, or thereafter, grab a friend or two and head over for a sneak preview of Hollywood's upcoming summer releases:

"**Country**" from Universal Pictures, stars America's best comedic actors, Dan Aykroyd and John Candy as mismatched relatives who end up on vacation together in a small town in Wisconsin lake town. It soon becomes apparent that both have distinctly different



views of family and the American dream, and the fun begins when Roman Craig (Aykroyd) and his family arrive unannounced and uninvited to spoil Chet Ripley's (Candy) idyllic vacation. "**Arthur**, On the Rocks" from Warner Bros. A sequel to the 1981 comedy smash, "Arthur" reuniting that film's three leads: Dudley Moore, Liza Minnelli and Sir John Gielgud.

"**Funny Farm**" from Warner Bros. starring Chevy Chase and Madolyn Smith. Andy and Elizabeth Farmer leave their careers in New York for a rural lifestyle, but Manhattan's mean streets never prepared them for the small town of Redford, USA where their dream of an idyllic pastoral existence is abruptly and comically shattered.

Some advice from Miller Lite on how to bag the burn.

So okay, this break-time, don't overdo the tanning sessions. A burn could play serious havoc on your social skills and marketability. So Miller Lite says, take it easy. Wear plenty of sunscreen, don't spend all day in the sun, and especially protect those most sensitive and burnable areas. Don't worry, you'll still get that golden glow. But remember, as the man said, all things in moderation.



Rock with Miller all summer long.

The party keeps going with Miller Genuine Draft concerts from coast to coast, and at all stops in between. Music at its best at:

New York, NY, *Jones Beach Theater, The Pier*
 Baltimore, D.C., *Merrimether Post Pavilion*
 Los Angeles, Calif., *The Greek Theater*
 The Pacific Amphitheater
 San Francisco, Calif., *Music Around the Bay*
 Chicago, Ill., *Poplar Creek Music Theater*
 Cincinnati, Ohio, *Riverbend Music Theater*
 Detroit, Mich., *Pine Knob Music Theater*
 Boston, Mass., *Concerts on the Common*
 Great Woods Center for the Performing Arts
 Philadelphia, Pa., *Valley Forge Music Fair*
 Concert Company
 Pittsburgh, Pa., *Civic Arena*
 Atlanta, Ga., *The Omni*
 Milwaukee, Wis., *Stardate Productions*
 Phoenix/Tucson, Ariz., *Evening Star Productions*
 Denver, Co., *Fiddler's Green*



Discover you really didn't know the meaning of life til you understood the meaning of "surf's up."

Laugh your lips off with Miller Lite.

If you want a laugh attack, if you want to forget the pens, papers and books, then get all your yucks at the Miller Lite Momentary Madness Comedy Concert. Comedy may not always be pretty, but with Miller Lite you get the top talent, and the hottest comedians who ever came ashore.

This year the Miller Lite Momentary Madness concert will come to the Ocean Center at Daytona Beach on March 16. The free Lite comedy concert is sure to keep you in stitches, as some of the best known comedians in the business bring you laughter by the keg-full. Last year Jay Leno, Joe Piscopo, and Michael Davis played to a standing-room-only crowd. This year's event will be better than ever, with a blockbuster line-up of today's hottest comedy acts. So if it's comedic proportions you're looking for, Miller Lite has got 'em where you need 'em.



Start your own merger.

Get your strokes in with "Caddyshack II."

Get ready for the right strokes when Miller brings you "Caddyshack II," Warner Bros' hilarious sequel to the gangbuster hit of 1980. This fun and frantic romp opens across the country this summer. But Miller wants you to hit the course early, so we'll have a special preview of the highlights from the "Caddyshack II" movie set for all Spring Breakers in our Miller Welcome Center. Also, watch for special "Caddyshack II"

displays and special movie offer when Miller and Caddyshack are sold. Miller and "Caddyshack II" are a handtrap you won't want to leave.

